

*SAW 7.6.10*  
Please **REPLACE** the <sup>first</sup> ~~second~~ full paragraph on page 25 with the following paragraph:

*A7*  
Referring now to FIG. 6B, the web-page 550 demonstrates a manner in which a package offer may be presented to a customer in accordance with another embodiment of the present invention. The web-page 500B includes essentially the same elements 502, 506, and 508 as web-page 500A but package offer 504A has been substituted with package offer 504B. Package offer 504B comprises a package offer in accordance with an embodiment of the present invention wherein the customer is allowed to assemble his or her own package by selecting one product from a plurality of menus that include two or more products each (of course, in variations of this embodiment, the customer may be allowed to select more than one product from each menu). The embodiment illustrated in FIG. 6B is similar to the embodiment illustrated in FIG. 2C. Accordingly, a customer presented with package offer 504B must first select one product from menu 550 and one product from menu 552 before selecting graphic 506 in order to accept the package offer.

Please **REPLACE** the last paragraph on page 25 with the following paragraph:

*AS*  
FIG. 7 is a flow chart illustrating the general steps of an exemplary method 700 for presenting a package offer to a customer. The exemplary method 700 begins at starting block 701 where a customer is interacting with a retail establishment (on-line or physical) via a customer device. At step 702 a determination is made that the customer has expressed an interest in a primary product. Input signals from a customer device 106 may be interpreted by the central server 102 as an expression of interest by the customer in the primary product. Input signals from the customer device 106 may indicate that the customer has clicked on an image or hyperlink associated with a product using a mouse or other input device, that the customer has initiated a keyword search for information relating to a product, or that the customer has added a product to a virtual shopping cart. Other types of input signals will be familiar to those of ordinary skill in the art. In certain circumstances, a lack of an input signal may also be interpreted by the central server 102 as an expression of interest by the customer in a product. By way of illustration, the central server 102 may be configured to infer that a customer is interested in a particular product when the central server 102 detects that information pertaining